



Department of Planning, Housing, & Community Development

Mayor, Matthew T. Ryan
Director, Tarik Abdelazim

Date: 20 February 2013
To: Commission on Architecture & Urban Design Members
Subject: **81 State Street – Signage**
Tax ID: 160.41-4-5
Case: CAUD 2013-04
Copies: G. Tedino; R. David; file

A. Review Requested

On 22 January 2013, Rich David, the business owner, submitted a sign application for the property located at 81 State Street. The building is located in the Court Street Local and National Register Historic District, and all exterior modifications, including signage, must be reviewed and approved by the Commission on Architecture and Urban Design (CAUD).

B. Proposal

The Applicant has received approval to open a restaurant in the former Java Joe's space. The restaurant will be a wine and tapas restaurant associated with Terra Cotta. As part of the new business, the Applicant is proposing new signage. The signage proposal submitted includes one (1) hanging sign on State Street, two (2) window signs on State Street, and one (1) window sign on the Parlor City Commons.

C. Permitted Sign Regulations

81 State Street is located in the C-2, Downtown Commercial District and the following regulations apply:

Permitted

- All structural types
- 2 sign per frontage per activity
 - Hanging Sign
 - Max. size 20 sq ft
 - Window signs #1 and #2 (State Street)
 - Max. size less than 50% of window
 - Window sign #3 (Commons)
 - Max. size less than 50% of window
- Illumination permitted

Proposed

Wall Sign
3 signs on State, 1 on the Commons

13.5 sq ft

approx. 15%

approx. 15%
no illumination proposed

D. Staff Findings

Per the City of Binghamton Historic Design Guidelines, hanging and windows signs are considered appropriate for the Historic District.

The number of signs proposed on the State Street façade is not in conformance with the City of Binghamton Zoning Code. The Applicant is allowed a total of two (2) signs per frontage; the Applicant has proposed three (3). Per ZBA Decision 1995-07, however, this storefront has been approved for two (2) window signs and one (1) hanging sign. This proposal is consistent with that previous decision and can be considered a continuation of the active and approved variance. The proposal does not include any increase in nonconformity, as the proposed window signs are smaller than the window signs previously approved through the variance.

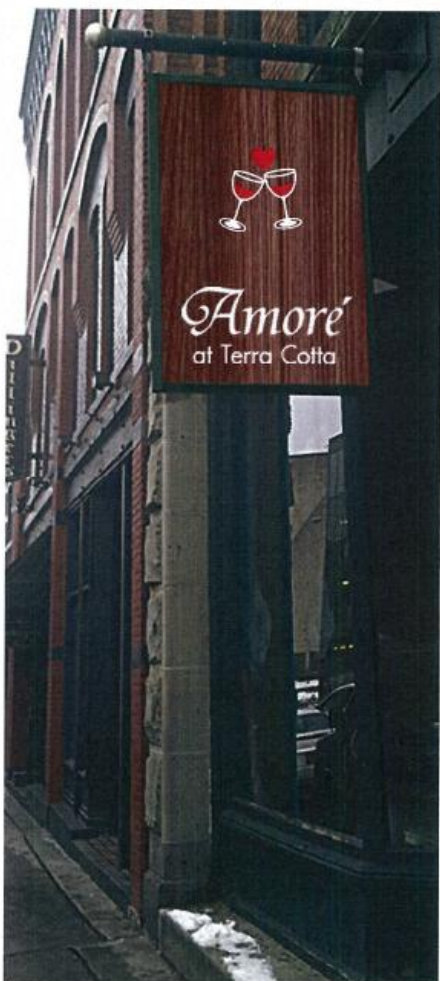
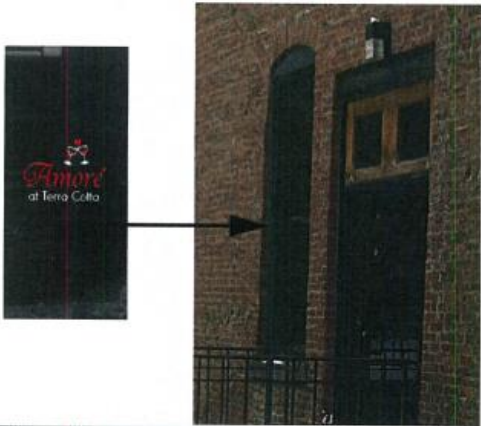
Staff has some concerns over the design of the hanging sign. The proposed wine glasses image is a little small, given the overall size of the sign. The Applicant and Commission should consider increasing the size of the wine glasses to fill more of the sign space.

E. Photographs



Amore at Terra Cotta - exterior sign and cut vily applied to windows

Date: 01/07/13 Job #: 7205



Proposed signage